Staff Memorandum

To	Mayor A. Nuttall, Deputy Mayor R. Thomson and Members of Council
Subject	Centennial Park Food and Activity Hub — Project Update and Online Survey Launch
Date	April 8, 2026
Ward	2
From	M. Banfield, RPP, Executive Director of Development Services
Executive Member Approval	M. Banfield, RPP, Executive Director of Development Services
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide members of Council with an update concerning the Centennial Park Food and Activity Hub project and the launch of an online public survey.

Background

To implement the recommendations of the Council approved Waterfront Strategic Plan (2023), the City is developing a new vision for a "Food and Activity Hub" within Centennial Park. The project study area is focused on the central zone of the park between Dyment's Creek to the south and the Marina seasonal boat launch parking lot to the north.

The project's primary objectives are to:

- Develop a high-level vision and concept for a Food and Activity Hub and landscape architectural details that complement existing park and waterfront uses.
- Explore integration of temporary, permanent, and seasonal food-related infrastructure (e.g., kiosks, vendor stalls, pop-up kitchens, and outdoor dining spaces).
- Enhance public access and wellbeing, sustainability, and community activation through improved event and flex spaces, and strategic, actionable design solutions.
- Support local entrepreneurs and food producers with short-term rental and micro-spaces while maintaining the park's recreational and ecological values.
- Test concept feasibility and support future capital planning and grant funding applications.

Project Status

The project is transitioning from 'Phase 2 — Preliminary Concept Development' to 'Phase 3 — Public and Stakeholder Engagement'. The purpose of Phase 3 is to gain public and stakeholder feedback on the ideas and conceptual plans developed in Phase 2. The project timeline is summarized below:

Phase	Description	Timing
Phase 1	Background Review and Site Analysis	Complete
Phase 2	Preliminary Concept Development	Complete
Phase 3	**Public and Stakeholder Engagement**	**April-May**
Phase 4	Concept Refinement	May-June 2026
2027	*Detailed Design & Construction*	*TBD*

Online Survey Launch

The City of Barrie will be launching an online public survey in early April 2026, to gather broad community input related to the vision and programming for the Food and Activity Hub. The survey will remain open for approximately three weeks.

Key details of the online survey:

- **Platform:** Hosted on the City's public engagement hub at www.buildingbarrie.ca
- **Launch Date:** Early April 2026
- **Close Date:** Three weeks following the launch of the survey
- **Accessibility:** Available in plain language, mobile-friendly, and screen-reader compatible formats
- **Estimated Completion Time:** Approximately 10 minutes

Engagement Approach

The survey will be promoted through City-owned channels and a pop-up event at Barrie's Farmers' Market (pop-up event date to be determined) to reach diverse community groups from various demographics including park users, residents, youth, families, seniors, local entrepreneurs and a range of interest-holders.

Next Steps

Survey results will be synthesized by staff and LEES + Associates, the project consultant. Feedback will be integrated into a preferred concept plan during 'Phase 4 — Concept Refinement'. A summary of public feedback and its integration into the concept design will be uploaded to the project page on buildingbarrie.ca for public review as part of a Phase 4 update. Questions regarding this project may be directed Jordan Lambie at 705-739-4220 ext. 4324 or jordan.lambie@barrie.ca

Appendix:

Appendix A - Study Area

Memo Author:

J. Lambie, Senior Urban Design Planner, Development Services

File #:

CPFAH-2026

Pending #:

Not Applicable

Appendix A - Study Area